PRELIMINARY WEEKLY VOLUME AND SHARE

W/E 9/23/94

WEEK

	VOLUME	DIFF VS 1993	%CHANGE VS 1993	SHARE	DIFF VS 1993	FCST	VOLUME DIFF VS FCST	%CHANGE VS FCST
INDUSTRY	9,412	295	3.2%			9,213	199	2.2%
PHILIP MORRIS	4,266	417	10.8%	45.33	3.11	4,019	248	6.2%
R.J. REYNOLDS	2,530	-170	-6.3%	26.88	-2.73	2,567	-37	-1.5%
B&W	1,030	-35	-3.3%	10.94	-0.74	1,042	-12	-1.1%
LORILLARD	691	21	3.1%	7.34	-0.01	696	-5	-0.8%
AMERICAN	717	104	17.1%	7.61	0.90	675	42	6.2%
LIGGETT	176	-42	-19.4%	1.87	-0.52	214	-38	-17.7%

	DISCOUNT			PREMIUM		
	VOLUME	SHARE	%CONT.	VOLUME	SHARE	%CONT.
INDUSTRY	3,082	32.74		6,330	67.26	
PHILIP MORRIS	813	26.39	19.1%	3,453	54.55	80.9%
R.J. REYNOLDS	1,069	34.70	42.3%	1,460	23.07	57.7%
B&W	629	20.41	61.1%	401	6.34	38.9%
LORILLARD	30	0.97	4.3%	661	10.44	95.7%
AMERICAN	415	13.45	57.8%	302	4.77	42.2%
LIGGETT	125	4.06	71.0%	51	0.81	29.0%

YTD

	VOLUME	DIFF VS 1993	%CHANGE VS 1993	SHARE	DIFF VS 1993
INDUSTRY	359,885	31,500	9.6%		
PHILIP MORRIS	160,529	25,284	18.7%	44.61	3.42
R.J. REYNOLDS	97,534	-7,510	-7.1%	27.10	-4.89
B&W	40,755	5,353	15.1%	11.32	0.54
LORILLARD	26,841	3,871	16.9%	7.46	0.46
AMERICAN	25,960	3,820	17.3%	7.21	0.47
LIGGETT	8,193	676	9.0%	2.28	-0.01

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Source: https://www.industrydocuments.ucsf.edu/docs/qsjm0004

DISCOUNT YEAR TO DATE
W/E 9/23/94

	VOLUME	DIFF VS 1993	% CHANGE VS 1993	SHARE	DIFF VS 1993
INDUSTRY	117,415	-8,145	-6.5%	32.63	-5.61
PHILIP MORRIS	31,179	-6,138	-16.4%	26.55	-3.17
R.J. REYNOLDS	39,692	-7,757	-16.3%	33.81	-3.99
B&W	24,598	1,541	6.7%	20.95	2.59
LORILLARD	1,160	34	3.0%	0.99	0.09
AMERICAN	14,586	3,163	27.7%	12.42	3.32
LIGGETT	6,194	1,009	19.5%	5.28	1.15

PREMIUM YEAR TO DATE

	VOLUME	DIFF VS 1993	% CHANGE VS 1993	SHARE	DIFF VS 1993
INDUSTRY	242,471	39,645	19.5%	67.37	5.61
PHILIP MORRIS	129,350	31,422	32.1%	53.35	5.06
R.J. REYNOLDS	57,841	248	0.4%	23.86	-4.54
B&W	16,158	3,811	30.9%	6.66	0.58
LORILLARD	25,681	3,837	17.6%	10.59	-0.18
AMERICAN	11,374	657	6.1%	4.69	-0.59
LIGGETT	2,001	-331	-14.2%	0.83	-0.32

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13WM AVERAGE BY COMPETITOR
W/E 9/23/94

	VOLUME	DIFF VS PRIOR 13 WKS	% CHANGE VS PRIOR 13 WKS	SHARE	DIFF VS PRIOR 13 WKS
INDUSTRY	9,721	83	0.9%		
PHILIP MORRIS	4,374	4	0.1%	45.00	-0.35
R.J. REYNOLDS	2,557	10	0.4%	26.31	-0.12
B&W	1,107	13	1.1%	11.39	0.03
LORILLARD	745	36	5.2%	7.66	0.31
AMERICAN	718	32	4.7%	7.38	0.27
LIGGETT	217	-12	-5.1%	2.23	-0.14

DISCOUNT

	VOLUME	DIFF VS PRIOR 13 WKS	% CHANGE VS PRIOR 13 WKS	SHARE OF CAT.	DIFF VS PRIOR 13 WKS
INDUSTRY	3,133	27	0.9%	32.23	0.01
PHILIP MORRIS	817	-16	-1.9%	26.09	-0.75
R.J. REYNOLDS	1,033	11	1.1%	32.97	0.08
B&W	674	14	2.2%	21.52	0.27
LORILLARD	32	0	0.8%	1.01	0.00
AMERICAN	413	26	6.8%	13.19	0.73
LIGGETT	163	-9	-5.0%	5.21	-0.32

PREMIUM

	VOLUME	DIFF VS PRIOR 13 WKS	% CHANGE VS PRIOR 13 WKS	SHARE OF CAT.	DIFF VS PRIOR 13 WKS
INDUSTRY	6,588	56	0.9%	67.77	-0.01
PHILIP MORRIS	3,557	20	0.6%	53.99	-0.16
R.J. REYNOLDS	1,524	-1	-0.1%	23.14	-0.22
B&W	433	-2	-0.4%	6.57	-0.08
LORILLARD	713	36	5.4%	10.83	0.46
AMERICAN	305	6	1.9%	4.62	0.05
LIGGETT	54	-3	-5.1%	0.82	-0.05

	1994 BENCHMARK	13WM ACTUAL	DIFF.	BENCHMARK GUIDELINE
PM-USA:	42.00	45.00	3.00	FAVORABLE
MARLBORO SHARE OF INDUSTRY	24.90	28.56	3.66	FAVORABLE
BASIC SHARE OF DISCOUNT	14.20	14.60	0.40	FAVORABLE

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SECOND REVISED FORECAST
THIRD QUARTER 1994

TOTAL VOLUME

	WEEK ENDING 9/24			WEEK ENDING 9/24		
	ACTUAL	FCAST	DIFF.	ACTUAL	FCAST	DIFF.
INDUSTRY	**9,412**	**9,213**	**199**			
PHILIP MORRIS	4,266	4,019	248	45.33	43.62	1.71
R.J. REYNOLDS	2,530	2,567	-37	26.88	27.86	-0.99
B&W	1,030	1,042	-12	10.94	11.31	-0.37
LORILLARD	691	696	-5	7.34	7.55	-0.22
AMERICAN	717	675	42	7.61	7.33	0.29
LIGGETT	176	214	-38	1.87	2.32	-0.45

	QUARTER TO DATE			QUARTER TO DATE		
	ACTUAL	FCAST	DIFF.	ACTUAL	FCAST	DIFF.
INDUSTRY	117,719	111,288	6,431			
PHILIP MORRIS	52,982	48,482	4,499	45.01	43.56	1.44
R.J. REYNOLDS	31,141	31,041	100	26.45	27.89	-1.44
B&W	13,404	12,598	806	11.39	11.32	0.07
LORILLARD	8,973	8,411	562	7.62	7.56	0.06
AMERICAN	8,643	8,167	476	7.34	7.34	0.00
LIGGETT	2,552	2,589	-37	2.17	2.33	-0.16

	YEAR TO DATE			YEAR TO DATE		
	ACTUAL	FCAST	DIFF.	ACTUAL	FCAST	DIFF.
INDUSTRY	**359,885**	**353,453**	**6,431**			
PHILIP MORRIS	160,529	156,030	4,499	44.61	44.14	0.46
R.J. REYNOLDS	97,534	97,434	100	27.10	27.57	-0.46
B&W	40,755	39,949	806	11.32	11.30	0.02
LORILLARD	26,841	26,279	562	7.46	7.44	0.02
AMERICAN	25,960	25,483	476	7.21	7.21	0.00
LIGGETT	8,193	8,230	-37	2.28	2.33	-0.05

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